R J Reynolds
Tobacco Company

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G.N. KURUC, JR.
Senior Chain Accounts Manager

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Mr. James Morford
New Jersey Food Council
30 West Lafayette Street
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Dear Jim:

Attached you will find a FDA Action Kit. This kit contains valuable information regarding the proposed legislation to deal with the youth smoking issue.

Key points to keep in mind:

- R. J. Reynolds has been on the industry forefront in dealing with issues relating to minors purchasing cigarettes. Our *Support the Law* Program was developed in 1992.

- The President's proposals would severely restrict the way in which retailers could merchandise the category. Restrictions removing cigarettes from self-service displays would negatively impact retail display allowances of more than $850,000,000 annually. Also greatly impacted would be the wholesale and marketing sectors.

- Most importantly, the FDA Action Kit contains recommendations which The Food Council and its Members can do to aid in making any pending legislation or regulations more palatable for the business sector.

Your help is needed and will be greatly appreciated in dealing with this most difficult of issues.

If I can be of any assistance, please call me.

Sincerely,

Nick

G. N. Kuruc, Jr.

GNK/ams
Attachment
G-1

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/nfky0000